

Key Results Area — Curriculum Sales

Employee Name: John Doe
Effective Date: August 24, 2004
Office Hours: 8:30-5:30

The focus of this position is sales.

Contact new and current school accounts to sell the curriculum via:

- Phone
- Internet
- Email
- Direct mail
- Personal visits
- Curriculum conferences
- Other viable means

Maintain database for all school contacts:

- Current customers
- Prospects contacted
- Prospects to be contacted

Develop and implement marketing system for selling the curriculum, which includes but is not limited to:

- Creating press kits
- Creating EPKs
- Developing web pages on daveramsey.com with Lampo Web Team
- Creating mailings
- Campaign emails
- Teachers' luncheons (in-service training with Live Events)

Maintain customer relations with current accounts to obtain repeat orders. Grow current and new schools to purchase \$_____ by April 30, 2005. Achieve the goal of 200 new schools to adopt the curriculum by April 30, 2005.

John Doe

Date

Executive Vice President

Date

Key Results Area — Team Morale and Fun Events Coordinator

HR FUN EVENTS PLANNING

Responsible for planning the following events, budgeting & payments, coordinating events, measuring the success of events, and making changes to improve the events.

- Marathon Coordination
- Halloween Kids Visit
- Birthday Celebrations
- Battle of the Bands
- Tennessee Titans Tailgating
- Thanksgiving Potluck
- Watermelon Seed-Spitting Contest
- Annual Flu Shots
- Lampo Special Events
(i.e. team movies, ice skating, etc.)
- Biggest Loser Contests
- Lampo Lunches
- Spring Picnic
- Suite Nights at the Predators
- Christmas Party Decorating Contest
- Chili Cook-off
- Annual Blood Drive
- Recreational Events (i.e. softball, flag football, golf, bowling, etc.)

CULTURE CULTIVATION

- Help create and implement activities that protect and foster Lampo culture
- Communicate expectations in a way that team members desire to perpetuate the culture
- Research other companies' processes and procedures; evaluate usefulness and application to our environment

ADMINISTRATIVE SUPPORT TO HR TEAM

- “Wrap With Dave” logistics: name tags, flash cards for Dave, order food
- Bounties distributed at staff meeting after 90 days
- Coordinate HR team celebrations/recognitions
- Order anniversary coins, track anniversaries and have coins at staff meeting for Dave
- Help with logistics for Christmas party as needed by the team
- Process education assistance applications, approval, reimbursement and tracking
- Process Lampo Son and Daughter scholarships, i.e. work with schools on payment details, check requests, student account numbers, follow-up with Lampo mom and dad
- Calendar birthday celebration lists for staff meeting celebrations
- Coffee for staff meetings & devotionals (ordering supplies, preparing & cleanup)
- Coordinate team calendars

WORK ATMOSPHERE AND PERSONAL/PROFESSIONAL GROWTH

- Constantly grow as a professional through education, reading, interaction with others, and research
- Contribute an encouraging, upbeat attitude, and be a “go-to” person in HR

Jane Doe

Date

Executive Vice President

Date

Key Results Area — Senior Web Designer/ELP

ENDORSED LOCAL PROVIDERS AND ASSOCIATED BUSINESSES

- Share the vision of Dave Ramsey, ELP and associated brands by using design, technology and multimedia through daveramsey.com and other web properties
- Collaborate and share leadership with the other creative team members building the ELP brand across all communication channels
- Support the ELP team in organizing tactics, developing communication, and nurturing sales across the web
- Be proactive and engaged in an entrepreneurial way with the ELP team; be ready to develop and test experimental initiatives
- Innovate and drive our ELP marketing experience, consumer relationship and transactions forward with practical and efficient solutions
- Help sustain the relationship between our partners and consumers

GENERAL BUSINESS AND MARKETING

- Participate in the visual marketing of content, products, experiences and ideas on daveramsey.com, the ELP hub and through direct marketing
- Utilize creativity in graphic design to reach people and increase leads
- When called upon by leadership, participate in the visual marketing of content, products or ideas of traditional media (i.e. tv, print, etc.)
- Collaborate with teammates to communicate our message as clearly as possible
- Think about the best ways to organize projects, processes, files and systems to drive efficiency and alleviate conflict
- Help present business units throughout Lampo at their best to accomplish our greater mission

WORK ENVIRONMENT AND PERSONAL/PROFESSIONAL GROWTH

- Continue to grow as a professional through continued education, research and study, and interaction with other professionals and leaders
- Operate at all times with the utmost integrity and loyalty to the team
- Go above and beyond the norm to serve others and grow as a leader among leaders

John Doe

Date

Executive Vice President

Date

Key Results Area — Customer Care Advisor

Employee Name: John Doe
Effective Date: October 4, 2004
Office Hours: 8:30-5:30

Key Results Area #1: Phone—Live Event and Product Sales

Performance Standards:

- Record pertinent customer information correctly: including names, addresses, and banking information
- Inform customers of product and/or live event details, including company policy
- Offer upgrade options to all customers
- Respond to problems or concerns with product/tickets to the customer's satisfaction
- Serve walk-in customers in the bookstore as needed
- Meet daily dollar goals as set by the team/leader each month

Key Results Area #2: Phone—FPU

Performance Standards:

- Answer incoming calls and emails, and return all messages within 24 hours
- Give callers HOPE with resource options and FPU information
- Sell individual FPU kits to customers/attendees and assign to FPU class
- Refer to and explain how to use the website to better serve the customer
- Continually study information to better and more efficiently serve our customers
- Keep incoming "sales" calls to an average of 4 minutes and "ministry" calls to an average of 6 minutes per call

John Doe

Date

Executive Vice President

Date

Key Results Area — Director of First Impressions

Employee Name: Jane Doe
Effective Date: June 24, 2004
Office Hours: 8:25–5:30

PHONE/CUSTOMER SERVICE

- Arrive by 8:25 a.m. every day and have phones turned on no later than 8:30 a.m.
- Answer all incoming calls within 2 rings (quick on/off with callers)
- Greet all clients
- Offer complementary café and contact the person visitors are wishing to see
- Distribute General Mailbox messages to appropriate persons and return personal messages within 24 hours

COMPUTER

- Update Lampo telephone extension list and employee list as needed
- Update mailbox labels for shipping department
- Create schedule for receptionist desk lunch coverage and distribute to appropriate team members

GENERAL DUTIES

- Keep reception area clean, organized and tidy
- Perform tasks as assigned by divisions
- Gatekeeper for Dave and other Lamponians as appropriate

Jane Doe

Date

Executive Vice President

Date